

**Buncombe County Tourism Development Authority
Board Meeting**

Tuesday, November 22, 2016 | 9:00 a.m.

Asheville Area Chamber of Commerce | 36 Montford Avenue | Boardroom (2nd Floor)

Agenda

9:00 a.m.	Call of BCTDA Meeting to Order	Paula Wilber
9:05 a.m.	Approval of 10.26.16 Meeting Minutes	Paula Wilber
9:10 a.m.	October 2016 Financial Reports	Jennifer Durrett
9:20 a.m.	Executive Director Report <ul style="list-style-type: none">a. October CVB Staff Recapb. October Visitor Indexc. October Quick Listd. Advertising Effectiveness Studye. Other Updates	Stephanie Brown
9:40 a.m.	Fiduciary Task Force	Gary Froeba
10:00 a.m.	Wayfinding Committee Report	John Ellis
10:10 a.m.	Marketing & Advertising Report <ul style="list-style-type: none">a. Fall Harvest Marketing Recapb. Holiday Campaignc. Quarter 1 Campaign	Marla Tambellini, Michelle Clarke
10:40 a.m.	Asheville City Council Update	Councilwoman Julie Mayfield
10:45 a.m.	Buncombe County Commission Update	Commissioner Joe Belcher
10:50 a.m.	Miscellaneous Business	Paula Wilber
10:55 a.m.	Comments from the General Public	Paula Wilber
11:00 a.m.	Adjournment	Paula Wilber

The next BCTDA meeting is on **Wednesday, December 21, 2016**, at 9:00 a.m., in the Boardroom of the Asheville Area Chamber of Commerce. Please contact Jonna Reiff at jreiff@ExploreAsheville.com or 828.258.6111 with any questions.

Upcoming Event:

BCTDA/CVB Annual Holiday Party | Tuesday, December 6 | Renaissance Asheville Hotel | 4:30 p.m.

BCTDA Mission Statement

To be a leader in the economic development of Buncombe County by attracting and servicing visitors, generating income, jobs and tax revenues which make the community a better place to live and visit.